(a) the amount of income earned by Doordarshan from the telecast of various serials and advertisements during 1997-98 and as on date;

(b) the percentage of profit of Doordarshan, as compared to that of other private channels;

(c) the details thereof;

(d) the names of the serials from which Doordarshan earned maximum profit; and

(e) the average number of sponsored programmes being received by Doordarshan every day ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) The details of commercial revenue earned by Doordarshan during the financial years 1997-98 and 1999-2000 is as under:

(Rs. in crores)

YEAR	REVENUE
1997-98	490.15
1999-2000	610.29

(b) Prasar Bharati have intimated that no such data is maintained as Doordarshan does not operate on profit making basis.

(c) Does not arise

(d) Maximum revenue has been earned by the serial 'Jai Hanuman' in this period.

(e) On an average, 3 proposals per day are received by Doordarshan National Channels.

Undesirable advertisements on T.V.

2517. SHRI SOLIPETA RAMACHANDRA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) as to how undesirable advertisements on TV are checked;

(b) whether there is any agency to monitor the compliance of code for commercial advertisements by Doordarshan and other private channels; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) :(a) to (c) Doordarshan previews storyboards of all proposed advertisements to check that they are in accordance with Doordarshan's 'Code for Commercial Advertising '. If it is noticed that unapproved advertisements are aired on Doordarshan's channel, penalty under the rules is imposed on the concerned advertising agency in addition to stopping of unapproved ads.

The programmes of foreign Satellite channels are uplinked from outside the country and therefore, do not fall under the ambit of Indian laws of now, unless decoders are required for their reception, in which case their programmes/advertisements, when transmitted through a cable operator, are required to adhere to the programme/advertisement codes prescribed under the Cable Television Networks (Regulation) Act, 1995. In so far as Indian private channels uplinked from within the country are concerned, their programmes are required to adhere to the programme and advertisement codes followed by Doordarshan. Moreover, they are subject to other laws of the land. Under Section 18 of the Cable TV Networks (Regulation) Act, officers designated by the State Governments can take cognizance of violations of advertisement code.

Quality of Kannada Programmes On DD-9

2518. SHRI K.C. KONDAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:—

(a) whether Government are aware that DD-9 is less accessible when compared to DD-1 in Karnataka;

(b) if so, whether any proposal to make the DD-9 a terrestrial channel; and

(c) the steps proposed to be taken to improve the quality of Kannada programmes being shown on DD-9?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND